

HOW TO SIFT "SURE THINGS"

By ROBERT B. ARMSTRONG,
Former Assistant Secretary of the Treasury

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The cleverness and boldness with which the up-to-date investment swindler piles his craft are almost incredible. Wherever you find a fraudulent investment scheme you will find both of these elements present in some degree—but the comparative proportion of one to the other is generally determined by the element of time of operation.

For example, if the projectors of a scheme are old hands at the game and have established records of the wrong sort, then the idea of quick results is not only attractive, but often imperative. There are many "old offenders" in the profession of investment swindling who have been convicted and have "done time" in jails and penitentiaries, but have not yet learned to prefer straight to crooked finance.

Men of this character realize that a "quick get-away" is a cardinal essential of success; they must complete the transaction and get in the harvest before there is time for the public to wake up and do any investigating. Consequently, boldness is the big element in operations of men of this class. And although they may be immensely clever, daring rather than cunning will be the dominant characteristic of their scheme.

The length to which the holder of a scheme in this class will go almost surpasses credulity. Here is an example of the tricks to which they will resort in order to create the impression of having the backing of men or institutions of strength and character. Through introduction by social friends, the local representative of an investment scheme was able to open a checking account with a banking and trust company in a big city—a company of so high a standing that it is very widely known outside of financial circles and among people of small means. Its indorsement was worth "ready money" to any enterprise, and the fact was keenly appreciated by the "fiscal agents" of the Brite & Fair Bonanza Company.

After the opening of his personal checking account, the fiscal agent set to work in cultivating the acquaintance of the trust officer of the banking institution, which did a very large business in the discharge of trusts. One day the depositor came to this officer and explained that he had a simple little trust which he wished to have executed. Finding it necessary to leave the city for a few days he wished to provide for the delivery of a sealed package, containing "valuable papers," to a man whose name and personal description was given. The person to call for the package would leave a certified check in the amount of \$1,000, which was to be placed to the credit of the "fiscal agent" of the Brite & Fair Bonanza Company, whose business connections were unknown to the trust

officers of the banking and trust company. Weeks later the trust officer was astonished to receive from an old personal friend, who was knocking about in New York, a circular of the Brite & Fair Bonanza Company, in which the big trust company was designated as trustee for the B. and F. stocks. As the friend who forwarded the circular knew something of the wildest nature of the Brite & Fair enterprise, his comments on the folly of the bank's accepting such a "trust" had an edge on them. When the matter was investigated it was found that the whole plot had been carefully concocted and worked up so that the circular had been printed and put in directed envelopes ready for mailing in advance of the placing of the so-called "trust," and that when the trust officer of the solid financial institution had given his receipt for the "sealed package," a telegram had been sent by the "fiscal agent" to "mail out trustee circulars." The man in this scheme, of course, believed that as "valuable papers," he mailed out into a territory about a thousand miles from the city in which the banking and trust company was located the trust officer who had been imposed upon would never hear of the misuse of his receipt for a "dummy" package which actually contained certificates of the mining company's stock.

Why did the men who worked this scheme to steal the money out of the big trust company go to so great pains to get it; to make the transfer of a sealed package containing its bonds? Because fake investment operators have found it profitable to take every precaution to give the color of legality to their acts; they have found it profitable to hire shrewd legal pilots to tell them just how far they may go in a given direction without running upon the reefs of the United States Post-office "brand order" or upon the rocks of a "conspiracy" prosecution. These pilots for the fleets of the investment pirates make a professional study of the art of steering their craft outside the line of successful criminal prosecution. Take it in the incident which I have related; had these men been prosecuted for falsely using the name of the trust company or for obtaining money by misrepresentation (that claim that the trust company was acting as trustee on the Brite & Fair securities), an able lawyer could have made out of the "trust" to transfer a package of unknown contents a very plausible defense. Again, the mining company was able to make valuable use of the trust company's receipt for the package by having facsimiles of the receipt printed and distributed among solicitors for the stock who were canvassing persons not at all familiar with legal documents and who, under the statements and arguments of the agent, would see in the receipt an acknowledgment that this great trust company and its millions were behind the securities of the Brite & Fair Bonanza Company, whose business connections were unknown to the trust

exploited which has not tried to steal moral support under the name of some "guaranty," "trust" or "securities" company. In most cases, perhaps, these companies are as thorough fakes as the company which they are supposed to guarantee, and are the creatures and creations of the same men. But so many instances of this shallow deception have been shown up in criminal proceedings that the little variation has been found desirable. Instead of owning a fake "guaranty" concern, the exploiters of the fake companies have recently come to regard it as a better practice to claim connection with some genuine company doing a general trust business.

This brings us straight to the practical point in the matter: Never go into an investment until you first find out for yourself, by direct and first-hand investigation, what the "references" named in the literature or advertising matter of the company have to say about its affairs. Look up as much of the references themselves as you can.

Promoters of wildcat investment enterprises have used hundreds of names as references which they had not the shadow of right to use—calculating that persons credulous enough to be interested in the proposition would also be credulous enough to believe the references will speak well enough for the enterprise, else their names would not be given out for this purpose—and to act without making any inquiries of them. Again, some man of prominence and great faith may have been, at the start, a believer in the enterprise and willing, in a way, with certain limitations, that he believed the venture could be made a success if conducted according to certain plans and under given restrictions. This does not signify that he will continue to retain that confidence or that he is willing to be unduly influenced by the venture's his unqualified indorsement or to say to the public which respects his name and position: "Come and share this enterprise with me; put your money into it, for it's a good thing." But you may be sure that his name will always be used to create this impression if there has been a shadow of a warrant for using it, under whatever restrictions.

Therefore, take nothing for granted with regard to references or other names which appear in the advertising matter of a concern which applies to you for the privilege of spending your savings.

But let me place special emphasis upon the crafty use which these companies make of the names and the services of reputable "trust" companies. I use the word "services" because a trust company may execute a "trust" in connection with bonds, stocks, property or securities, without really assuming any general financial or moral responsibility for those securities or without becoming a guarantor for them. In a word, the trust company may engage to act as an escrow agent to see that a certain technical transaction is completed and nothing more. That means this: The trust company consents to hold the stakes between two parties, but without the slightest responsibility as to the value of those stakes or what may be done with them after the stipulations as to the conditions precedent to delivery have been fulfilled. Because a trust company acts as the trustee of a certain bond issue there is no warrant for a prospective investor to feel that the resources of the trust company are in any sense behind those bonds as a guarantee of value. There are almost as many different kinds of "trusts" as there are different transactions; the trust company undertakes the responsibility of doing a certain definite and particular thing and nothing more. It may be to foreclose if a mortgage is not paid, or it may be to issue so many shares of a certain stock to a certain person when a stipulated number of shares of another issue are surrendered.

But there are very few men even fairly familiar with business routine who do not form an impression, that, somehow, the big trust company is behind the stocks for which it acts as transfer agent or perform any other act of trust. It is almost impossible to drive this idea out of the minds of men who are not really familiar with corporation matters from an inside viewpoint. They will insist upon attaching to a limited service an unlimited moral and financial responsibility that does not exist.

It is, therefore, of the highest possible importance if you find yourself tempted to go into an investment, that you learn from the trust company mentioned in the literature of the venture exactly what form of trust it has undertaken to perform. If it is a really reliable and established trust company with a genuine financial standing it will make the limitations of its trust very clear to you; it will take special pains to explain its limitations, and for example, that its only function in the matter in question and in connection with the company concerned is the purely technical one of seeing that a certain issue of bonds is made "in form" when the technical preliminaries have been complied with, and that it does not give an ounce of its prestige or moral support to the bonds themselves or stand legally bound for a penny of responsibility in connection with them. Another word of caution: Whenever you see the name of an educator, a pastor or a popular politician or any other leader having a hold on the sentiment of a community, used in connection with an investment offering, look into it carefully and take no step until the person mentioned has been questioned directly by you.

I know of an instance where the poor people of a parish were victimized because the pastor, who had been attached to his prospectuses and circulars the name of a popular priest of that region. These poor victims, instead of going to the "reference," simply said: "If the father's in it, sure it's all right," and they were deceived of their savings before the father learned of the use of his name—which was wholly without his knowledge.

The solicitors for this swindle had played a bold game and had based on their knowledge of human nature to the effect that most persons will take a "reference" for granted instead of using it for the purpose of seeking information. There are very few of the 15% of men of business and financial houses named as references in the literature of really investment concerns which do not contain some unauthorized names—names of some persons who, if questioned, would have given a warning instead of an endorsement.

ROBERT B. ARMSTRONG.

NOT PAID BY DIVORCE SUIT.

Rich Southern and Wife Living in Apartment Building.

BALTIMORE, MD., October 12.—A New York special to the Sun says: Conditions in the Gray stone mansion of Dr. Robert B. Southern, at No. 2 West Seventy-fourth Street (where Mrs. Robertson, a Birmingham, Ala., housewife and beauty, and her living in New York), are said to be difficult to reconcile with the court records of Baltimore, Virginia, which show that the divorce suit filed by Dr. Southern last month will be tried on November 30th. Mystery is further deepened by the attitude of the young physician, who refused to discuss the divorce suit, but has learned that the filing of the divorce suit and his acceptance of service on July 17th have become known. A month ago and again to-day, he de-

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We Can Hand You A Few More Perrins '3 Gloves Best Grade Any Size \$2.19 the pair

FOURQUAREAN, TEMPLE & CO.

ELEGANT TAILORED DRESSES, SHIRTWAISTS, SKIRTS, ETC.

More Newness in TAILORED DRESSES A Lesson in Style in Every Garment

If the flatteringly favorable comments that have poured in upon us, backed by the phenomenal sales that have already occurred, are to be taken as a trustworthy criterion, then we feel that we have struck the popular fancy in a stronger way than ever before in our

Showing of Superbly Tailored Garments for Fall

All in all it is a gathering which especially appeals to women of refined tastes, who insist upon perfect lines and upon faultless tailoring.

The best shops in America have produced these, and they have pleased the best dressers in Richmond. If you give them a chance they will please you.

Tailored Dresses

In every model of note are here, in every shade that is fashionable. Black, too, in all the latest weaves, and satisfaction in every garment.

Special values in these at \$16.50 \$18 \$20 ea

Separate Skirts

The same high-grade tailoring that characterizes our suits is present in these Skirts. Some faultless styles prevail. Prices range from \$5 each to \$18

See especially the great values in these at \$5 ea

50-Inch Coats

At \$6.50 ea These full-cut Coats are the very embodiment of style and comfort. Especially popular are the ones we show in black. All elaborately trimmed in fine wool silk braids; they are very dressy.

Special values in these at \$12.50 \$15 \$16 ea

Easy Prices on BLANKETS THAT ARE WORTH MORE

Worth more because some of them come to us through a big contract made last year, others through very advance orders in 1907. We know they cannot be equalled in quality at the money we ask in all Richmond, and you'll know it too the moment you see them. There is profitable reading in these few details:

30 pairs Fine 31-4 Wool Blankets, full size (feet) and heavy, weigh full five pounds; all neatly silk taped; worth \$5.50; easy at \$5.30 pr

10-4 Wool Blankets, red or pink border, neatly silk taped; an excellent heavy, cold-keeping Blanket; big money's worth at \$3.50 pr

10 California Blankets, actually all wool, best grade. We doubt if you buy such a Blanket regularly for less than \$12; here at \$8.50 pr

A 12-4 Bargain Blanket worth \$12 to \$15; just a few to sell; each \$10

Come for These COMFORTS

You couldn't get them better if you made them yourself—and they'd cost twice as much if you did.

Fancy figured cambric covered, very finely quilted, laminated cotton filled \$3.00
Silkoline covered, actually all wool, heavy wool tufted; worth \$1.50; two yards square \$1.25
7x7-1/2 inch in size, silkoline covered, white cotton filled; best ever sold at \$1.00

75c Dress Goods in Big Variety, Best Weaves, in 36 to 40-Inch Widths, at 59c yd

Step up to these if you want a bargain, and carry away as many as you can manage. The chance will hardly occur again to buy Novelty Checks in hard twisted fancy worsteds and splendid quality solid colored French and storm serges and Panamas—a goodly and varied assortment—many of which sold up to 75c a yard. Do your choosing quickly now at 59c.

CORSETS

SPECIAL SHOWING THIS WEEK

Display in Broad Street Windows

Every model that a well-informed woman could wish—slight, medium or stout figure—is here in full quota of sizes.

All the latest new high-bust shapes we are showing in unusually prodigious variety, and scores of others, including "Fancy Silk Corsets," in white and dainty colors.

The whole price scale is covered from

50c a pair to \$6

\$1.00 Corsets In all satisfying variety, probably 25 different shapes—C. B. American Lady, Thompson's, R. & G. J. B., and others—all the best 1 Corsets to be had.

For stout people we offer the peerless Remond, reducing, high or low bust. \$3

Paris Declares in Favor of Black BLACK SILKS the Latest Vogue

Thousands of Yards Go On Sale To-Morrow Every Yard in the Big Lot at a Distinctive Saving

Just when you want them most, these 4,000 yards of best Black Silks step forward out of our reserve and greet you as the most desirable of Silks to-day, at PRICES THAT WERE CALLED CHEAP LAST SEASON.

Bought these all many months ago at the first suspicion of the great upward jump in prices. That's how we can offer you silks in this group at a quarter to a third less than you will pay for equal values elsewhere. If you think this is an exaggeration, just test the material.

The first group shows a superb line of qualities in best American and Imported Taffetas at

59c 65c 79c \$1

all good weight and nineteen inches wide, and these other convincing qualities will go like this:

Husker Taffetas, 85c yd America's very best, 19 and 21 inches wide, to \$1
Habutai Taffeta Silks, 21 to 24 inches, at 85c to \$1.25
36-inch Extra Fine Taffetas at \$1.10, \$1.19, \$1.25, \$1.35.

Lot of New Plaids, 89c \$1 \$1.50 They are the very newest and richest things on the market. None prettier or more stylish this season, and none likely to be.

French Underwear HAND MADE

We announce the arrival of a dainty little lot of cleverly made French Undergarments for women. It is a broadly varied and distinctly interesting group that will appeal to every woman who cares for elegant, refined undergarments.

Prices are very reasonable in many instances—hardly as much as you must pay for good domestic garments. We'll be glad to show them to you.

Hand-Made Drawers, \$1.89 to \$5
Hand-Made Gowns, \$3.50 to \$10
Hand-Made Chemise, \$1.25 to \$4.50.
Hand-Made Corset Covers, \$1.98 to \$3.

Underpriced Undermuslins STILL GOOD CHOOSING

The final pieces from the broken lines and soiled and mused pieces we told of on Friday last—to which has been added some top notch values from regular stock, which are too good to be duplicated later.

Skirts, Gowns, Drawers, Corset Covers, Chemise 1/3 to 1/4 Off

Likewise more Wool Underwear—broken lots left from last year—at half of last year's prices.

Still plenty of good finds in these for women, misses and children—all more or less soiled; none but best makes; all sizes in the lot, but not in any one kind. Better be in a little hurry, because there are not enough of them, all told, to last very long. Were 50c each to \$3.50. They're the bargain of the season at 25c each to \$1.75

Elegant Black Dress Woolens

ALL ARE MUCH WORTH KNOWING

And a Big BLACK VOILE Much Worth Value in SECURING

We haven't said much about the river of Black Goods that seems almost to flow through this store—they reach us in such a steady stream and move out so quickly, they seem always on the run—but they've done the talking themselves—a "quality" talk that breeds satisfaction. And there's plenty more of the same "quality" satisfaction, for you.

A glance at this flood-tide assortment reveals:

Black Broadcloths, \$1.25 a yard to \$3.50
Herring Striped Serges, \$1.25 a yard to \$1.50
Plain and Fancy Worsteds, \$1 a yard to \$3
Unfinished Worsteds, 75c a yard to \$2.50
Plain and Fancy Mohairs, 50c a yard to \$1.25
Plain Black Voiles, 85c a yard to \$1.50
Fancy Striped Voiles, \$1 a yard to \$2.50

\$1.50 Fine French Voile Imported, \$1.19 yd

A crisp, harsh weave, and the right weight to set well. A perfect black. Look it up. You'll want some. Quantity limited.

Extras in The Annex

Two batches of fine Linings at prices that no woman who in any way needs a lining can possibly get around.

25c Satine and 12c Percale Linings

About a dozen shades to choose from, and not a bad one in the lot. Good chance to lay by for future use, while such a ripe bargain is available.

12 1/2c and 15 1/2c Percales also offer a good chance in about a dozen best shades. All good, durable fabrics; now 73c yd

Schnurman Has Something to Say!

After this date my store will be known as
"The Department Tailoring Shop"
(Copyrighted)

Each department will be famous in this and other States, not only for the reasonable price, at which one price only, that particular department will make to your own order, a suit, overcoat, coat and vest, trousers, fancy vest, or any garment you want to wear, but principally and particularly for the most excellent work and fit, and the high quality of cloth and linings, that not only gives me your order again next season, but creates an advertisement that talks. Not like this newspaper that talks for me only so long as I pay for it, but the suit I myself, personally, cut for you and have made up in my own work rooms, talks for me every time you put it on your back, and I know it. You will be proud to say to your friends that Schnurman, "Proprietor of the Department Tailoring Shop," cut the pattern for it himself.

There will be a \$20.00 department, known everywhere as Department A, that will cut to your own order a suit or overcoat, the equal or value of which has never been worn in Richmond at \$5.00 more.

In Department B, where the one and only price is \$25.00 for a suit or overcoat, cut only for you of any piece of cloth in that department that you may pick out yourself, there will be such values as you never expected or thought could be ever sold and made for that price, \$25.00.

There will be departments up to the \$50.00 line, where the clothes and linings and the fit, styles and workmanship are equal to the highest and finest in this or any other country.

There will be no haphazard prices here, as is the case with many tailors in this and other cities, who try to get what they can out of their customers, and who, if they can't get more, will always take less.

When you come into my Tailoring Shop, courteous salesmen will ask you in which department you wish to be dressed. Expert cutters only cut for you and fit you, and try on the garments in any of my departments. Each department is a grade higher by itself in steps of \$5.00 each. All the work is made up here in Richmond, and the garments are fitted to your own figure, once, twice, or as many times as you wish before they are finished. I will pay any customer a reward of \$50.00 if I ask him to take a garment from my Tailoring Shop that is not satisfactory to that customer. It does not matter how much you want to pay. If you want a \$50.00 suit you will not be any more welcome than the hardworking man who can only afford a \$20.00 suit. Remember that you can own nothing from my Tailoring Shop that is unsatisfactory to you. In making suits or overcoats for you, I guarantee to give you every dollar's worth of your money back in the way of good fitting, well made, honest and up-to-date garments. The higher and better department you buy in, the better cloth and linings, better work and style, and finished effect you get. The proprietor himself, Mr. Henry Schnurman, is the firm's chief designer and cutter, and Mr. Schnurman gives you his own personal attention. If I get your order, I will make it my business to personally see that you are glad you gave it to me. When you pay me \$35.00, or any price for a suit, you get the utmost values and the most honest money's worth you ever bought in your life, and I mean it and I live up to it.

Remember, I don't promise you something for nothing, nor \$10.00 for \$5.00. I have to work hard for my living, and there is no reason why you should ask me to give you something for nothing, by asking me to make the prices lower. You can just bank on it, that my clothes and linings, and my work, fit and expression of style in the garments are right, and will prove equal to the best that the highest priced tailors can produce. If you are responsible and have a good position, and can afford to have me to make your clothes, your credit will still be good in the future, as it has been in the past. If you can show me you are all right, I will make the terms easy for you. I will need your order, and I want to make you a suit or overcoat this winter. Very truly yours,

HENRY SCHNURMAN.

Maker of high-class garments at the price you can afford to pay. My Shop is at 918 E. Main Street. I will send samples anywhere.
(This advertisement copyrighted at Washington.)

Schnurman Said It

nied very positively that Mrs. Robertson was seeking a divorce, but when he was informed that the record had been made, he would not again deny that his wife had sued him, however.

Dr. Robertson talked freely a month ago when asked as to the truth of a report of divorce. His wife was at their summer home in Virginia at that time. His denial was positive and circumstantial, although the records of the Bath County Circuit Court show he had accepted service in the suit on July 17th. Records in the Bath County Court also show that Mrs. Robertson has decided to her husband.

the Virginia home, which now is for sale. The place is new, and is valued at \$60,000.

Both Dr. Robertson and his wife are wealthy, and they have lived in keeping with their means. The home on Seventy-fourth Street is a four-story gray-stone mansion, splendidly furnished.

Mrs. Robertson was Miss Elise Jones, of Birmingham, Ala., and was noted in the South for her beauty and her wealth. Dr. Robertson also is a Southerner. He was graduated from the University of Texas with the class of 1898.

It is not known whom Mrs. Robertson has named in her suit. It is understood in Virginia that the husband will not fight the case.

(Inc.) Monterey, C. P. Jones, president; H. E. Colaw, vice-president; C. M. Lunsford, cashier and secretary—all of Monterey. Capital, \$20,000. Object: Banking business.

Paterson Store Co. (Inc.), Roanoke, M. L. Fellers, first vice-president; R. A. Figgatt, E. B. Fishburn, secretary and treasurer—all of Roanoke. Va. Capital, \$25,000. Object: Quarrying stone.

Sayre Brothers (Inc.), Phoenix, S. H. Sayre, president; C. R. Sayre, treasurer; C. R. Hopkins, secretary—all of Phoenix, Ariz. Capital, \$50,000. Object: Foundry for manufacture of castings, etc.